

PRESS RELEASE

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The Belgian Competition Authority approves the acquisition of Quality Meat Processors NV by DGS Group B.V.

On 7 December 2022, the Belgian Competition Authority (BCA) approved the acquisition of Quality Meat Processors NV (QBMP) by DGS Group B.V. (DGS Group).

The concentration was notified on 17 November 2022 and the application of the simplified procedure was requested.

DGS Group is a Dutch company operating under the commercial name "Group of Butchers" and active in the production and sale of a range of artisanal processed meats (charcuterie), meat products, salads and tapas, mainly to retailers (supermarkets) in the Netherlands, Germany and to a limited extent in Belgium. DGS Group only produces private label, so no branded products. Finally, DGS Group only slices third-party meat to a very limited extent, and only in the Netherlands.

QBMP is a Belgian holding company which, through the vehicle of a second holding company Remic NV ("Remic"), brought together the activities of three companies: Vleeswaren De Keyser NV ("VDK"), Guina NV ("Guina") and Salaisons des Ardennes NV ("SDA"). These activities essentially involve the production and sale of a wide range of meat products, mainly to supermarkets and, to a limited extent, to wholesalers, food service and industry. The companies are also, albeit to a lesser extent, active in slicing and packaging processed meat products for third parties. Finally, they also sell aperitif snacks (limited to salami cubes and mini salamis) to a limited extent and QBMP sells processed meat products that serve as part of 'convenience products'.

In its decision of 7 December 2022, the BCA finds that the conditions for the application of the simplified procedure are fulfilled and that the notified concentration does not give rise to any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)